

## **Chernysh V., Mahadevan P. The informational dimension of hybrid warfare**

Combination of "hard" and "soft" power through the use of military and non-military means, in particular, mass media in the context of strategic conduct of modern conflicts.

Relevance of the researched topic is validated by the degree of non-disclosure of the topic in the context of practical recommendations for Ukraine on how to resolve the current conflict on its territory.

A systemic scientific analysis of the problem discussed in the article was not carried out earlier in Ukraine. Worldwide, Karen J. Alter, E. Götz, A. Grigas, G. Pridham, V. Pugačiaskas, H. Strachan are researching this issue.

The aim and purpose of the article is to investigate possibilities of using military and non-military means in modern conflicts and their impact on the course and ways of resolving such conflicts.

Statement of the main material. Modern violent protests, led by so-called "foreign-sponsored proxy warriors," cannot be defeated exclusively by military means. The concept of the "hybrid war" is a phenomenon based on the dominance of the civilian sector.

Planning, preparation and conduct of such a war is at odds with the concept, prevailing since the 18th century, regarding the need for operational control to be given to professional soldiers. In modern conditions, success of offensive hybrid campaigns depends on coordination of efforts between civilians and the military, - and the leading role belongs to civilians.

The article distinguishes between "propaganda", which is seen as the strategic use of mass media to confirm political biases among the population of other countries, and "information operations" that relate to the tactical role of the media as a tool of disinformation. This approach is consistent with the concept of British researcher H. Strachan, who believes that an excessive reassessment of the "novelty" of any form of war, including a hybrid war, is erroneous. This approach is "astrategic" because of the excessive focus on minor, easily interchangeable aspects of military operations and little attention to the wider framework in which they are conducted. This structure is predictable, if researched impartially, which makes it possible to develop a concept for counteraction. Based on the experience gained from other conflicts, where hybrid warfare was used, and also on the analysis of the realities of the Ukrainian conflict, Ukraine would be advised to prepare for a long-term information campaign based on the internal nation-building and strengthening of inclusive politics.

**Key words:** propaganda, hybrid war, special operations, Crimea, Donbass, European Union, construction of a nation.